

UNITED STATES DEPARTMENT OF AGRICULTURE
FOREST SERVICE

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REPLY TO: 1620 Programs, Cooperative

June 2, 1969

SUBJECT: Instructions for Ordering 1970 CFFP Items



TO: Regional Foresters, Area Directors, State Foresters
Bureau Chiefs, Department of the Interior
Managers, Canadian Forestry Association

CONSOLIDATED ORDERS ARE DUE IN WASHINGTON, D. C., JULY 21

There are several major changes in the handling of orders for CFFP materials. Please have your people call Miss Freas, or me, if the new instructions are not clearly understood.

First, the free allowances for 1970 are all in cash credits (there is no specific allocation of materials). Allowances to Regions and Areas include \$1,000 as a base, plus \$150 for each Supervisor, plus \$900 for each State Forester. If you use some other basis for allocating credits to Supervisors or States, be sure that the total claimed does not exceed: \$5,200 for R-1; \$7,750 for R-2; \$4,750 for R-3; \$6,400 for R-4; \$5,350 for R-5; \$5,650 for R-6; \$3,100 for R-8; \$12,700 for SA; \$3,250 for R-9; \$18,000 for NA; and \$2,350 for R-10.

Second, you should be prepared to transfer to the Washington Office, at the time the order comes in, the full amount obligated. Instructions on fiscal procedures will come to you from Budget & Finance prior to the time orders are due.

Third, individual State Forester credit lines will not be furnished on posters, but will be available on the same basis as before on other items. Specifically, one-line credits will be provided when States, USDI agencies, or CFA units order 1,000 or more pocket planners or any single pamphlet or folder; 5,000 or more bookmarks, song sheets, envelope stuffers, litterbags or book-covers.

Prices are FIRM, and include delivery to one point in each State, and one point in each Region or Area.

Mal Hardy
MAL HARDY
Director of Forest Fire Prevention

cc: Station Directors



1970		Price per	
Item No.	Description	How Many?	Total \$\$
1a	Basic Poster, 13" x 18½", paper	45	
1b	" " , " " " , cardboard ...	65	
2a	School Poster, 13" x 18½", paper	45	
2b	" " , " " " , cardboard ..	65	
2c	" " , 7" x 10", paper	25	
3a	Smokey Poster, 13" x 18½", paper	45	
3b	" " , " " " , cardboard ..	65	
4a	Special Poster, 13" x 18½", paper	45	
4b	" " , " " " , cardboard..	65	
5	Stamps, blocks of 4	3	
6	Bookmark	5	
7	Sticker	10	
8	Envelope Stuffer	2	
9a	Fire Rules Folder, Mr. Camper	50	
9b	" " " , Mr. Farmer	50	
9c	" " " , Mr. Fisherman	50	
9d	" " " , Mr. Hiker	50	
9e	" " " , Mr. Rancher	50	
10	Pocket Planner (date book)	100	
11	Name Tag, new, adhesive back	6	
12a	Coloring Sheet No. 27	6	
12b	" " No. 28	6	

1970				
Item No.	Description	How Many?	Price per M, \$\$	Total \$\$
13a	Day-Glo Strip, Prevent Forest Fires ...	_____	90	_____
13b	" " " , Prevent Range Fires	_____	90	_____
13c	Scotchlite Strip, Prevent Forest Fires	_____	250	_____
13d	" " , Use Your Ashtray	_____	250	_____
14	Basic Teacher's Kit	_____	100	_____
15	"True Story" Comic Book	_____	28	_____
16	"Smokey Bear's Story of the Forest" ...	_____	28	_____
17	"Smokey's Record"	_____	33	_____
18a	Bookcover, new teens design	_____	65	_____
18b	" , conservation design	_____	65	_____
19	"You and Forest Fires"	_____	36	_____
20	Litterbag, paper	_____	15	_____
21	Smokey Bear Patch	_____	275	_____
22	Junior Forest Ranger Patch	_____	110	_____
23	Coaster/Ashtray, aluminum	_____	16	_____
24a	Song Sheet, conservation pledge	_____	5	_____
24b	" " , neckerchief slide	_____	5	_____
25	Roadside Sign, 5' x 7'5"	_____	115 each	_____
26a	" " , 44" x 16", Forest Fires	_____	10 each	_____
26b	" " , " " " , Range Fires	_____	10 each	_____
27	Junior Forest Ranger Handbook	_____	40	_____
28	Wallet Card	_____	3	_____
29	Roadside Sign, Fiberglass	_____	5 each	_____
30	Lapel Tab	_____	7	_____
31	Placemat, paper	_____	8	_____

TOTAL VALUE OF ORDER _____

SUBTRACT DOLLAR CREDIT _____

NET CHARGE TO UNIT FUNDS _____

CHARGE APPROPRIATION _____



SMOKEY'S 1970 CAMPAIGN

THE PROGRAM

SMOKEY'S CAMPAIGN TO PREVENT WILDFIRES depends on the efforts of millions of folks like you—folks who are good enough to care about what happens and smart enough to use good sense when out in the woods, on the range, or anywhere that wild-fire can take hold and spread.

SMOKEY'S MESSAGE is simple, "Remember, only YOU can prevent forest fires!" Smokey is saying that EVERYONE is important in his fight against waste, suffering, and ugliness. Because nine out of ten wildfires are caused by people, in America at least, many of them CAN be prevented!

IN THIS PUBLICATION, you can see the materials produced by professional advertising men and by State and Federal forestry and fire control specialists for Smokey's 1970 campaign. Each year a volunteer task force of advertising professionals donate their time and talents to the creation of a new campaign. Posters, bookmarks, stamps, envelope stuffers, radio station kits, television "commercial" films, newspaper "ads", magazine "ads", car and bus cards, and other message-carriers are prepared to get people thinking fire prevention.

THE COOPERATIVE FOREST FIRE PREVENTION PROGRAM is a joint effort of the National Association of State Foresters, the Forest Service-U.S. Department of Agriculture, and the Advertising Council, Inc. The first two partners provide funds for out-of-pocket costs incurred by the Council, and by the volunteer advertising agency Foote, Cone, & Belding, Los Angeles. The Advertising Council, as sponsor of Smokey's campaign, annually secures from mass media free time and space for Smokey's message that would cost a commercial advertiser more than \$15 million.

THE 50 STATE FORESTERS AND THE FOREST SERVICE serve as coordinators of the overall campaign. Thus, a school teacher, wherever she may be, can secure from a source within her State, classroom quantities of bookmarks, coloring sheets, or other items to help her teach conservation to tomorrow's leaders. An owner of forest land can secure waterproof posters to put up on his property to remind people to be careful with matches, smokes, and campfires. Editors, broadcasters, youth group leaders, and others can secure counsel and materials right near home.

HELP PROTECT OUR NATIONAL HERITAGE

• PUT THE MATERIAL TO WORK



MR. BUSINESSMAN.

Use bookmarks, stuffers, and stamps with your mail. Postage-meter plates with forest fire message can be secured from the manufacturer of your postage-meter machine.

MR. EDUCATOR.

Song sheets, cartoon story books, coloring sheets, plays, and other items are available to teachers, youth group leaders, etc.

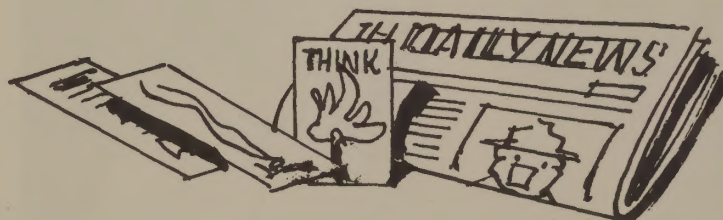


MR. EDITOR.

Newspaper ads in various sizes are available. These ads are exciting, forceful—worthy of bearing your firm's name. Write for mats or proofs.

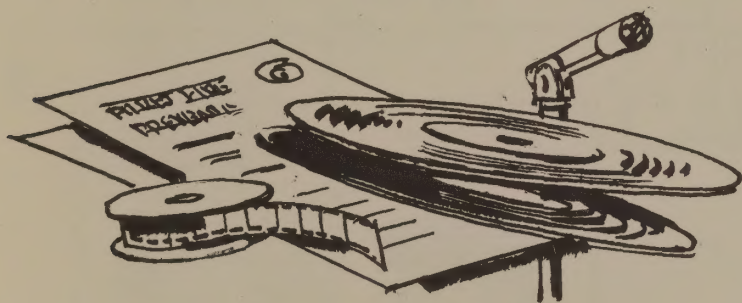


Colorful, dramatic posters, and stickers are available. Use them on bulletin boards, on trucks, anywhere in store, office or factory. Every time you put one up, you are helping.



MR. BROADCASTER.

Forest fire prevention is highly dramatic fare for messages and programs. Send for fact sheets, transcribed spots, and breaks.



Commercial Support

Smokey's forest fire prevention message appears on a wide variety of items manufactured and sold under USDA license. Retailers, conservation groups, youth groups, and schools can put these message-carriers to work as door prizes, awards, and as money-making items for resale. Types of items available include toys, books, jewelry, novelties, clothes and accessories, and phonograph records, among many others. For a list of items and who handles them, write to Director, Smokey Bear Program, Forest Service, U.S. Department of Agriculture, Washington, D.C. 20250.

SMOKEY'S 1970 PACKAGE



1



2



5

70-CFFP-1 *Basic Poster*, 13"x18½", dramatic photograph of flaring match. Order 1a for paper; 1b for cardboard.

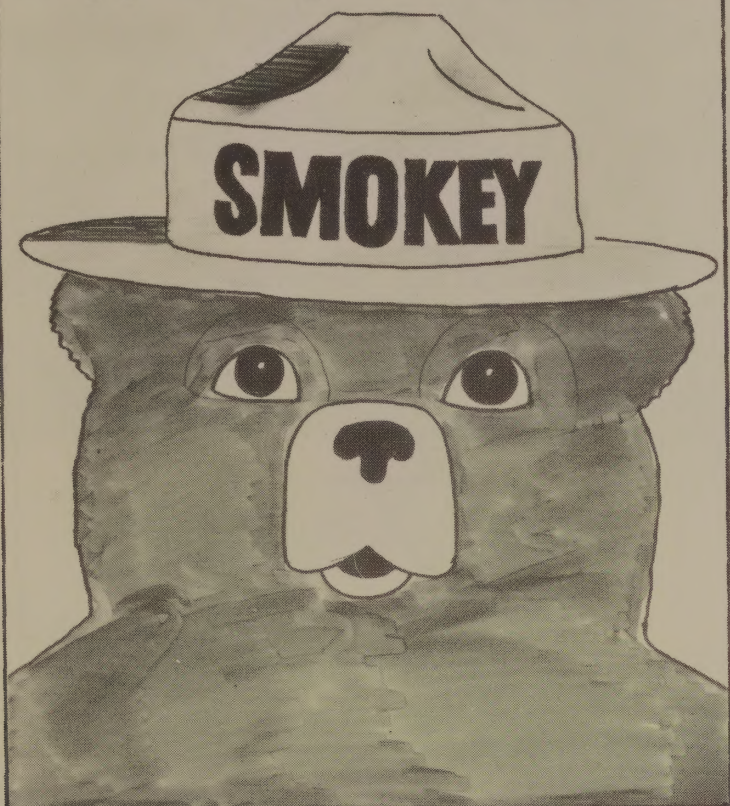
70-CFFP-2 *School Poster*, 13"x18½" and 7"x10", a simple message for youngsters. Order 2a for large paper, 2b for large cardboard, 2c for small paper.

70-CFFP-3 *Standard Smokey Poster*, 13"x18½", a new design that will also be available in future years. Order 3a for paper; 3b for cardboard.

70-CFFP-4 *Special Poster*, 13"x18½", dramatizes the destruction caused by careless trash burning. Order 4a for paper; 4b for cardboard.

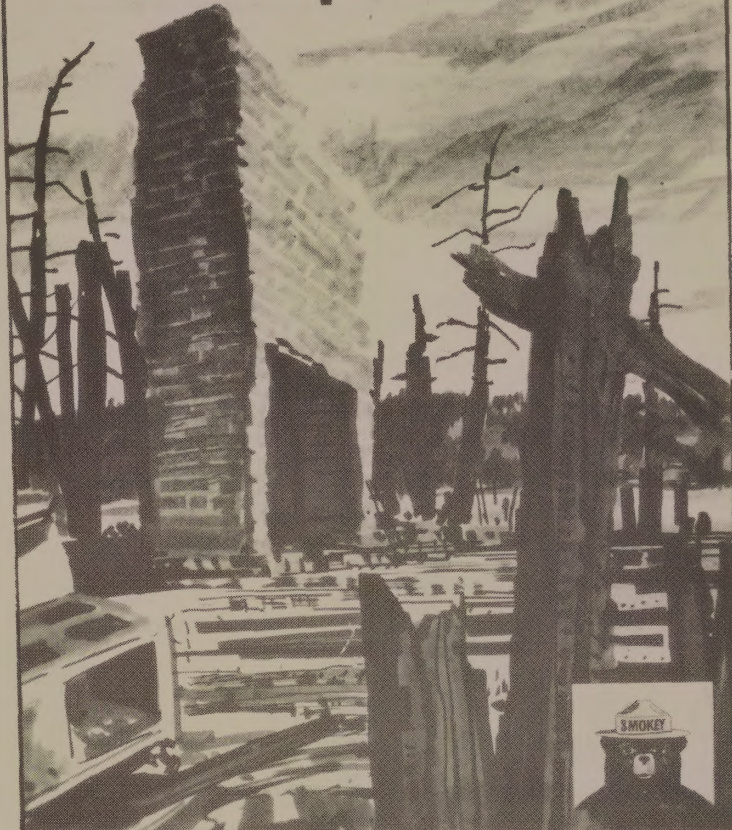
Think.

Only you can prevent forest fires.

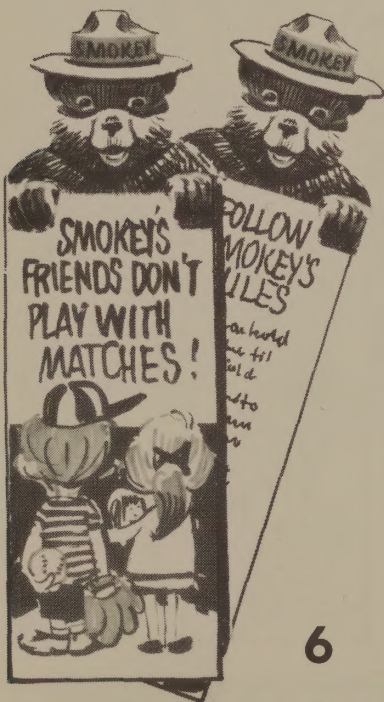


3

It started as a simple trash fire.



4

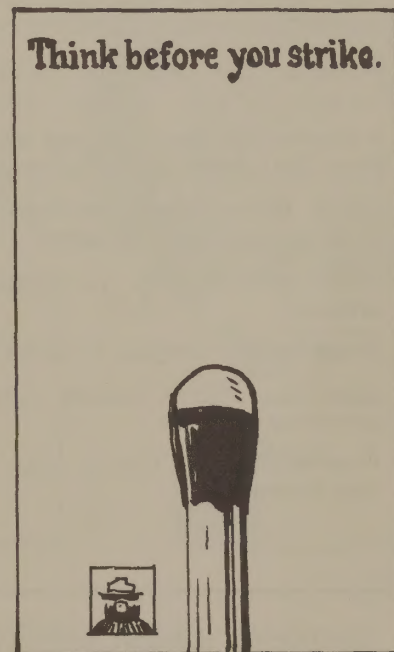


6



7

Think before you strike.



8

70-CFFP-5 Stamps, gummed and perforated, in blocks of 4, Seal your mail with them.

70-CFFP-6 Bookmark, die cut so Smokey grasps top of page, great for libraries.

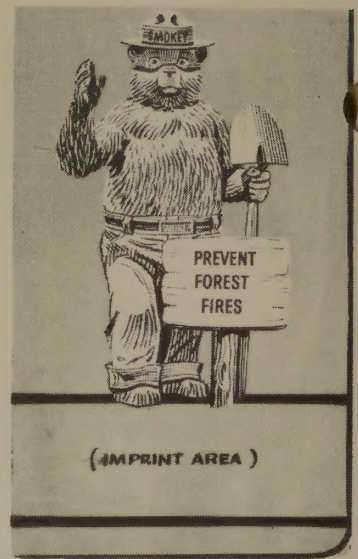
70-CFFP-7 Sticker, black on yellow, 4"x4", with pressure-sensitive adhesive back.

70-CFFP-8 Envelope Stuffer, designed for inclusion in industrial billings, bank statements, etc. If you make bulk mailings, you can help.

- 9 New leaflet, folds to 5½"x8½", with pockets; comes with headings: Mr. Camper, Mr. Farmer, Mr. Fisherman, Mr. Hiker, Mr. Hunter, Mr. Rancher.
- 10 Pocket Planner (date book) for 1970, new art on cover.
- 11 New name tag, 3½"x2-3/8", pressure-sensitive adhesive back, comes in strips.
- 12 a&b Two new coloring sheets, for kindergarten, early primary.
- 13 a&b Day-glo strips, 17"x2", Prevent Forest Fires, Prevent Range Fires.
- 13 c&d Scotchlite strips, 17"x2", Prevent Forest Fires, Use Your Ash Tray.
- 14 Teacher's kit, basic, w/folder, teaching unit, playlet, song book.
- 15 "True Story" comic book.
- 16 "Smokey Bear's Story of the Forest", conservation work book for Grades 1-4.
- 17 "Smokey's Record," history and achievements of Smokey Bear's Campaign.
- 18 a&b Bookcovers, plasticcoat, new psychedelic design plus reprint of conservation model.
- 19 "You and Forest Fires," an adult-level pamphlet on how forest fires affect people.
- 20 Litter bag, paper, new design.
- 21 Smokey Bear patch, 3"x4¼", embroidered buckram.
- 22 Jr. Forest Ranger Patch, 2"x2½", embroidered felt.
- 23 Coaster/ashtray, aluminum, in 4 colors, embossed Smokey Bear head and message.
- 24 a&b "Smokey the Bear" song sheet, with conservation pledge (24a) or with neckerchief slide project (24b).
- 25 Roadside sign, scotchlite, 8-color, on aluminum, 5'x7'5".
- 26 Roadside sign, scotchlite, red letters, Prevent Forest Fires (26a) or Prevent Range Fires (26b).
- 27 Junior Forest Ranger Handbook, conservation work book for scout-aged youngsters.
- 28 Wallet card, for use as handout by conservation officers.
- 29 Roadside sign, fiberglass, 18"x14".
- 30 Lapel tab, colorful foldover metal tab, safe for the pre-school youngster.
- 31 Placemat, paper, "Thanks, folks, for being careful!" (not illustrated)



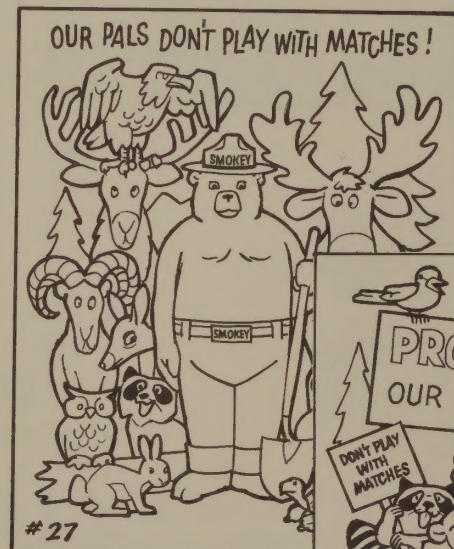
9



(IMPRINT AREA)



11



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13



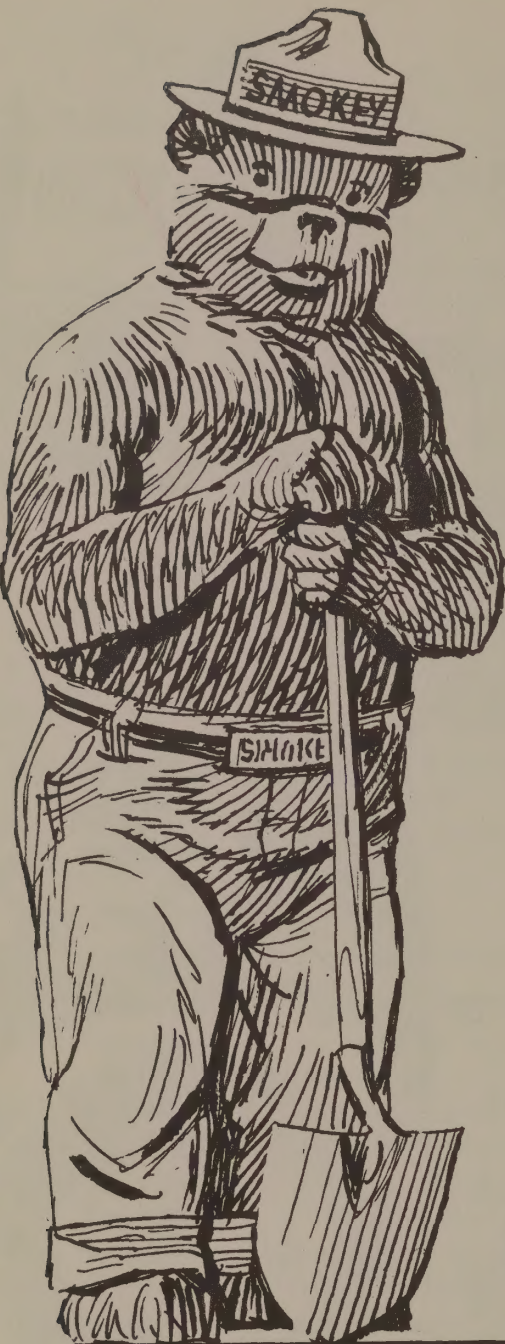
SMOKEY'S JUNIOR FOREST RANGERS

Youngsters in Alaska, Arkansas, Colorado, Iowa, Kentucky, Maine, Nevada, New Hampshire, South Dakota or Utah may apply for membership by sending a card or letter to Smokey Bear, in care of their State Forester. Include *full name* and home address, including Zip Code. Others should write to Smokey Bear Headquarters, Washington, D.C. 20252.


PREVENT RANGE FIRES!

PREVENT FOREST FIRES!

USE YOUR ASH TRAY!



No other national public service program is more deserving of your support!

Forest fires are costly, wasteful, and destructive. Last year, more than 100,000 forest and rangeland fires blackened an area equal to a two-mile-wide strip from Portland, Maine to Portland, Oregon.

Wildfires burn the homes and food of wildlife. They leave the soil bare, prey to floods and erosion. They disrupt communications, transportation, and contribute to highway accidents.

People cause most forest fires, and only people can prevent them. Please help!



How to order:

Contact:

1. Your State Forester (usually at the State Capital), or one of his field officers.
2. Regional Forester, U.S. Forest Service at Missoula, Montana 59801; Denver, Colorado 80225; Albuquerque, New Mexico 87101; Ogden, Utah 84401; San Francisco, California 94111; Portland, Oregon 97208; Atlanta, Georgia 30323; Milwaukee, Wisconsin 53203, or Juneau, Alaska 99801, or a National Forest Supervisor or District Ranger in your area.
3. Area Director, State & Private Forestry, U.S. Forest Service, Atlanta, Georgia 30323 or Upper Darby, Pennsylvania 19082.